

**ABSTRACT**

Advertisements are directed to a user of a web site having at least one page containing a coded reference. When the user accesses the web site, the coded reference directs the browser of the user to a server having an application logic set. Transmission of 5 the advertisement is thereby triggered. The advertisement is displayed in a temporary and non-dismissible window on the user's monitor. Compensation is provided to the user if the user registers for receiving the advertisement. The user may elect to receive a one-time emailing from the advertiser. Ad display is based on the user's system capacity and access speed. Hence, efficiency of ad loading is maximized. Ads open and close automatically, are 10 of short duration, and remain unobtrusive to the user. The temporary nature of the ads captures the attention of the user, giving each message more impact. Viewer ad impressions are accurately tracked. Billing of advertisers is based on actual ad viewing, not estimated user statistics. Demographic information from registered users permits advertisers to custom tailor ad campaigns and product presentations.